EAB

Presentation and Workshop Guide

Use EAB's Best Practices Research to Help Your Institution Learn, Decide, and Execute

University Research

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How to Use this Guide

Review the topics in this guide to understand ways EAB Research Advisory Services can support your campus and further key priorities – from immediate problems to long-term strategic goals. If you are unsure where to start, contact your Strategic Leader to discuss options and narrow your focus.

EAB is only offering virtual presentations at this time, but we look forward to visiting you on campus again soon.

How We Support You on Key Issues

In partnership with Strategic Leaders, EAB's Research Advisory Services experts work actively with partners to find best practices that suit your institution, and to help you make sound decisions that attract institutional support. We can visit your campus virtually or in person, for a single focused session or multiple sessions adapted to different audiences.

If you are interested in having EAB experts present to a group on your campus or facilitate a discussion, we recommend reaching out to your Strategic Leader one month before a virtual session, or two months before a face-to-face session. For some especially popular times of year (e.g., the start of the semester, around spring and fall board retreats) we recommend reaching out three months in advance, or as early as you can. We offer two distinct types of sessions to best suit your campus needs:

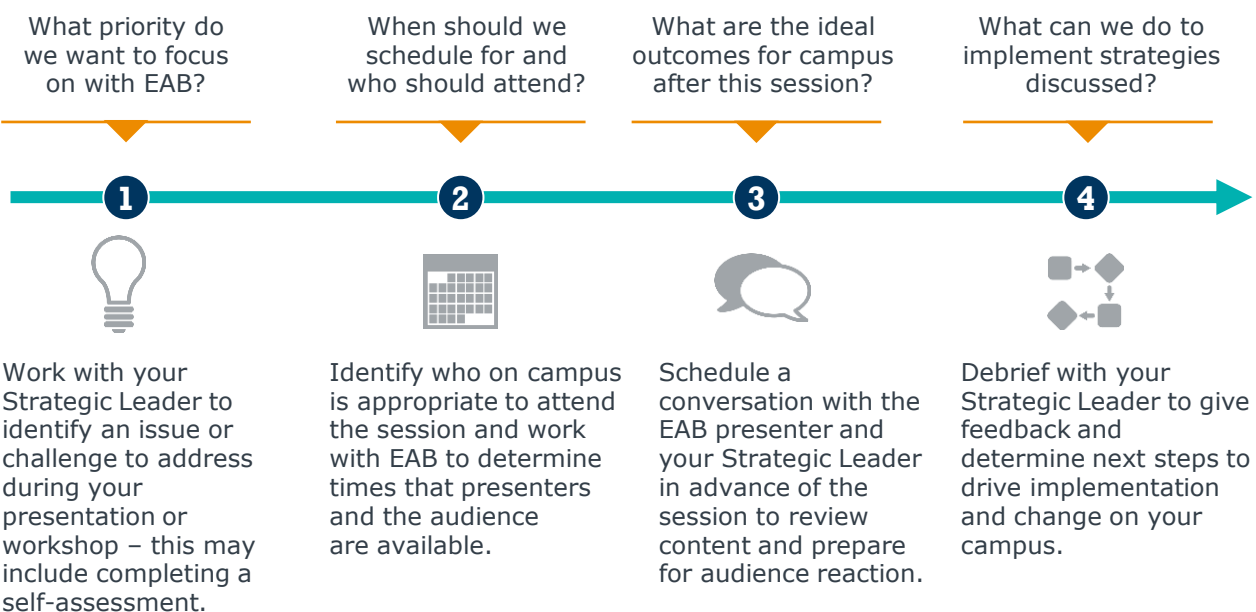## ▶ Virtual or on-campus presentation for stakeholder education

- Sessions highlighting key research insights for executive leadership, team members, or stakeholders
- May be combined with workshop activities
- Typically, 60 – 90 minutes in length

▶ Facilitated workshop to drive decision-making or action

- Expert-led structured exercises that help a team make a decision, build a plan, or define strategy
- Available for selected topics rooted in EAB best practices research
- Typically, 60 – 120 minutes in length

The Process to Bring EAB Research to Your Campus

What priority do we want to focus on with EAB?	When should we schedule for and who should attend?	What are the ideal outcomes for campus after this session?	What can we do to implement strategies discussed?
1	**2**	**3**	**4**
Work with your Strategic Leader to identify an issue or challenge to address during your presentation or workshop – this may include completing a self-assessment.	Identify who on campus is appropriate to attend the session and work with EAB to determine times that presenters and the audience are available.	Schedule a conversation with the EAB presenter and your Strategic Leader in advance of the session to review content and prepare for audience reaction.	Debrief with your Strategic Leader to give feedback and determine next steps to drive implementation and change on your campus.

Topic 1: Strategic Research Development

Objective: Increase Competitiveness for Large and Complex Federal Opportunities

Overview

- Identifying and aligning institution strengths with large and complex federal opportunities

- Empowering faculty leaders and supporting faculty teams to pursue multidisciplinary awards

- Crafting compelling proposals that standout in the hyper-competitive funding environment

Recommended Audiences:

- Research leadership
- Institutional leadership
- Academic research leadership
- Research development professionals
- Research administrators

Ways to Bring this Research to Your Institution:

- Inform executive leadership about research development opportunities
- Research leadership meeting
- Research development strategy brainstorming or working session
- Keynote for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Expediting the Shift Toward Strategic Research Development **(Presentation)**
- Telling the Story of Research **(Presentation)**
- Research Communications Toolkit (**Toolkit)**
- Modernize Research Lab Design and Management **(Roadmap)**

Topic 2: Industry and International Partnerships

Objective: Growing Collaboration with Industry and International Partners

Overview

- Aligning institutional expertise with corporate interests and marketing capabilities

- Attracting the right types of partners and properly stewarding partner relationships

- Coordinating efforts across teams and the university to better engage a diverse portfolio of commercial and transnational partnerships

- Developing optimal relationship management structures and services based on industry and partnership type

Recommended Audiences:

- Research leadership
- Research administration team
- Compliance officers
- Associate deans for research

Ways to Bring this Research to Your Institution:

- Executive leadership and stakeholder education
- Research leadership meeting
- Keynote and/or workshop for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Expanding the Scope of Industry Partnerships **(Presentation)**

- Using the Corporate Relationship Management Cycle to Assess, Rightsize, and Grow Corporate Collaborations on Campus **(Study)**

- How to Create an Internationalization and Global Partnerships Strategy **(Presentation)**

- International Partnership Case Study **(Compendium)**

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Topic 3: Foreign Interference

Objective: Preparing the Campus for a New Era of Workplace Flexibility

Overview

- Contextualizing historic relations between the US and global research powers in Europe and Asia

- Reviewing recent key events related to foreign interference in research, and the reactions from policy makers and universities

- Projecting future scenarios based on recent events, and discussing how universities could respond

- Implementing effective short-term protection measures to help safeguard the university's research enterprise

Recommended Audiences:

- Research leadership
- Institutional leadership
- Academic leadership

Ways to Bring this Research to Your Institution:

- Educate executive leadership about emerging research compliance challenges
- Compliance brainstorming and advice working session
- Workshop for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Navigating International Tensions from the Research Office **(Presentation)**
- Foreign Interference Toolkit **(Toolkit)**

Topic 4: Faculty Development

Objective: Helping Faculty Achieve Their Full Research Potential

Overview

- Bolstering training to increase award success rates

- Supporting faculty to attain next-level funding through targeted preparation programs

- Helping faculty chart a path for their research career

- Cultivating leaders and sustaining research activity post tenure

Recommended Audiences:

- Research leadership
- Research development professionals
- Faculty affairs leadership

Ways to Bring this Research to Your Institution:

- Faculty development committee meeting
- Keynote and/or workshop for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Helping Faculty Achieve Their Full Research Potential **(Presentation)**
- 10 Components of Successful Mentoring Programs **(Study)**
- 10 Strategies for Faculty Mentorship Opportunities **(Infographic)**

Objective: Ensuring Researchers Spend More Time on Scholarship and Less on Paperwork

Overview

- Pinpointing administrative areas most in need of improvement and ensuring that proper support is effectively leveraged across the research enterprise

- Streamlining processes to reduce administrative burden

- Implementing effective pre- and post-award organization structures and staffing models

- Utilizing new strategies to hire and retain talented staff

Recommended Audiences:

- Research leadership
- Research administration team
- Compliance officers
- Associate deans for research

Ways to Bring this Research to Your Institution:

- Research leadership meeting
- Faculty development committee meeting
- Keynote and/or workshop for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Minimizing the Administrative Burden on Faculty **(Presentation)**
- A Playbook for Effective Cluster Hiring **(Study)**
- Minimizing the Administrative Burden on Faculty Toolkit **(Toolkit)**

Topic 5: Research Communications

Objective: Communicating the Value of University Research

Overview

- Organizing and training communication teams for the greatest impact

- Engaging faculty to better communicate with the media and general public about the value of their work

- Optimizing communication channels, including best-in-class website design, content creation, and social media strategies

- Optional facilitated interactive workshop to train faculty on how to describe their research and its impact to the broader public

Recommended Audiences:

- Research leadership
- Director of research communications
- Departmental and central office communications staff
- Associate deans for research

Ways to Bring this Research to Your Institution:

- Executive leadership and stakeholder education
- Communications strategy brainstorming and working session
- Keynote and/or workshop for team retreat
- Advisory session with EAB subject matter experts

Related Resources:

- Telling the Story of Research **(Presentation)**
- Research Communications Toolkit (**Toolkit)**
- Economic Development Communications Trends and Tools for Higher Ed **(Toolkit)**
- Research Website Diagnostic **(Audit)**